



SETH BAKER

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Summary

Dynamic PR/marketing/content creator hybrid possessing strong copywriting and communication skills with a flair for storytelling and design in various formats. Looking to contribute adaptability, skill, charisma and dedication to the workforce.

Highlights

- AP Style
- Campaigns
- Copywriting
- Content creation
- Design
- HTML & CSS
- Marketing
- Photography
- Press releases
- Social media
- Spanish
- Videography

Accomplishments

- Dean's List 2012-2016
- Honors College 2012-2016
- Hootsuite Social Media Certification
- Hubspot Inbound Marketing Certified
- Multiple published articles
- Phi Kappa Phi Honor Society

Experience

Barista / Cashier

Bongo Java / Omni Hotel // Nashville, TN

August 2017 - Present

- **Time management & teamwork:** Prioritized tasks in high pressure situations to have success as a team
- **Responsibility:** Operated the cash register and responsibly managed a high volume of transactions daily
- **Relationship building:** Built relationships with regular customers by remembering names/orders and becoming familiar with the everyday happenings of their lives

Landscaping Specialist

Baxter Landscaping // Franklin, TN

Feb 2017 - August 2017

- **Customer Service:** Communicated with customers on the specifics to be sure my team delivered exactly what they wanted
- **Weedeating/Mowing/Planting flowers & trees:** Learned to work with my hands to execute efficient, quality work

Public Relations & Marketing Manager | Creative Content Lead

Jan 2016-June 2016

Cottonseed Studios // Opelika, AL

- **Public Relations:** Coordinated publicity and press-related efforts and managed company social media
- **Marketing:** Collaborated on branding and design of company space & initiatives; created campaigns to increase social media followers by 90 percent and increase concert ticket sales
- **Artist Relations:** Interfaced with artists and managers to coordinate interviews and set up artist accommodations
- **Photography | Filmmaking:** Shot stills & footage of concerts & artist interviews as well as content for digital TV and investor sizzle reel

Education

Bachelor of Arts, Public Relations

May 2016

Auburn University // Auburn, AL

Major GPA: 4.0 | Cumulative GPA: 3.81

Business Minor | Spanish Minor